Permit #F00025857

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00025857 **Type of Permit:** FILMING **Release Date:** 03/19/2010

Production Company GENERATE HOLDINGS INC / D GENERATE INC

Insured Company Name GENERATE HOLDINGS INC / D GENERATE INC

Contact Phone No. 1 310-255-0460
Contact Phone No. 2
Fax 310-255-0461
Address 1545 26TH ST, SUITE 200 SANTA MONICA, California 90404

Production Title MY TRAINER BOB/BRITA

Type of Production Commercial - Internet

Producer Dee Robertson

Director Dee Robertson

1st AD Dee Robertson

Production Manager Dee Robertson

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Dee Robertson
Primary Phone Mobile - 323-376-1966
Secondary Phone Office - 310-255-0460

Location Assistant Amanda Widoniak
Primary Phone Office - 310-255-0460
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00

Total Permit Fee $1,025.00

Number of Locations 1

NOT A PERMIT

Permit #F00025857

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Location

Permit Number	F00025857	**Location Manager**	Dee Robertson
Production Company	GENERATE HOLDINGS INC / D GENE...	Primary Phone	Mobile - 323-376-1966
Insured Company	GENERATE HOLDINGS INC / D GENE...	Secondary Phone	Office - 310-255-0460
Production Title	MY TRAINER BOB/BRITA		

Location Address 100 Ocean Front Walk, Los Angeles, CA, 90291

Location Names VENICE BEACH

Location Type Beach

Location Description VENICE BEACH / LA COUNTY BEACH

Film Dates 3/22/2010 - 3/22/2010 07:00 - 14:00

Open or Closed to the Public Open

Generic Conditions
Must comply with attached Beaches and Harbors Conditions
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
Venice Beach Lots.PDF
BEACHES and HARBORS VENICE BEACH CONDITIONS Dec 2009.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20

Personnel on Location

Type	Quantity
Cast	2
Crew	8
Extras	20

Filming Activities Camera & Equipment on Sand; Camera on sticks; Exterior Dialogue; Exterior establishing shots;

Jurisdiction
Political: Los Angeles City - Council District 11
Police: Los Angeles Police Department
Fire: Los Angeles City

Location Notes
Company must contact PCI (310-821-1081) directly for parking requirements and activities on PCI property
No parking in handicap or electric charging spaces
Reservations for filming/still photo is done by FilmL.A.
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines

Coordinator Note
FILMING NEAR GALLEON & KETCH TOWERS
No water activity

Parking

Base Camp
Location Type : LA County Parking lot
Street : PCI - Washington (30 spaces)

Crew Parking
Location Type : LA County Parking lot
Street : PCI - Washington (30 spaces)

NOT A PERMIT

Permit #F00025857

Special Filming Conditions for Los Angeles County Beaches

VENICE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines. May not block public or emergency access at any time.
- May not interfere with lifeguard, maintenance or scheduled beach activities or special events at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. **For the Venice BL & Rose Av lots: No arrival prior to 7:00 AM or staying past 10:00 pm unless a survey of the residential buildings has been obtained. For the Washington BL lot: Companies will not be allowed into the lot prior to 7:00 AM or after 10:00 PM (No Exceptions).** Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **NO DRIVING SCENES ALLOWED ON SAND. Use of 4-wheel drive vehicles on the beach is approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time**
- **Equipment vehicles larger than 33 feet in length parking in the Venice Boulevard Beach parking lot must have flagman for safety purposes when crossing over the bike path. Companies may also be required to pay for a parking attendant.**
- **Equipment vehicles may not park on bike path that goes through the Venice Boulevard beach parking lot at any time.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- **Generator(s) must be placed facing the water side of the parking lot.**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**
- **Companies must keep base of Venice Pier clear of all equipment and persons while filming on the pier.**
- **Emergency access areas (marked in red) can not be used at any time (No exceptions).**

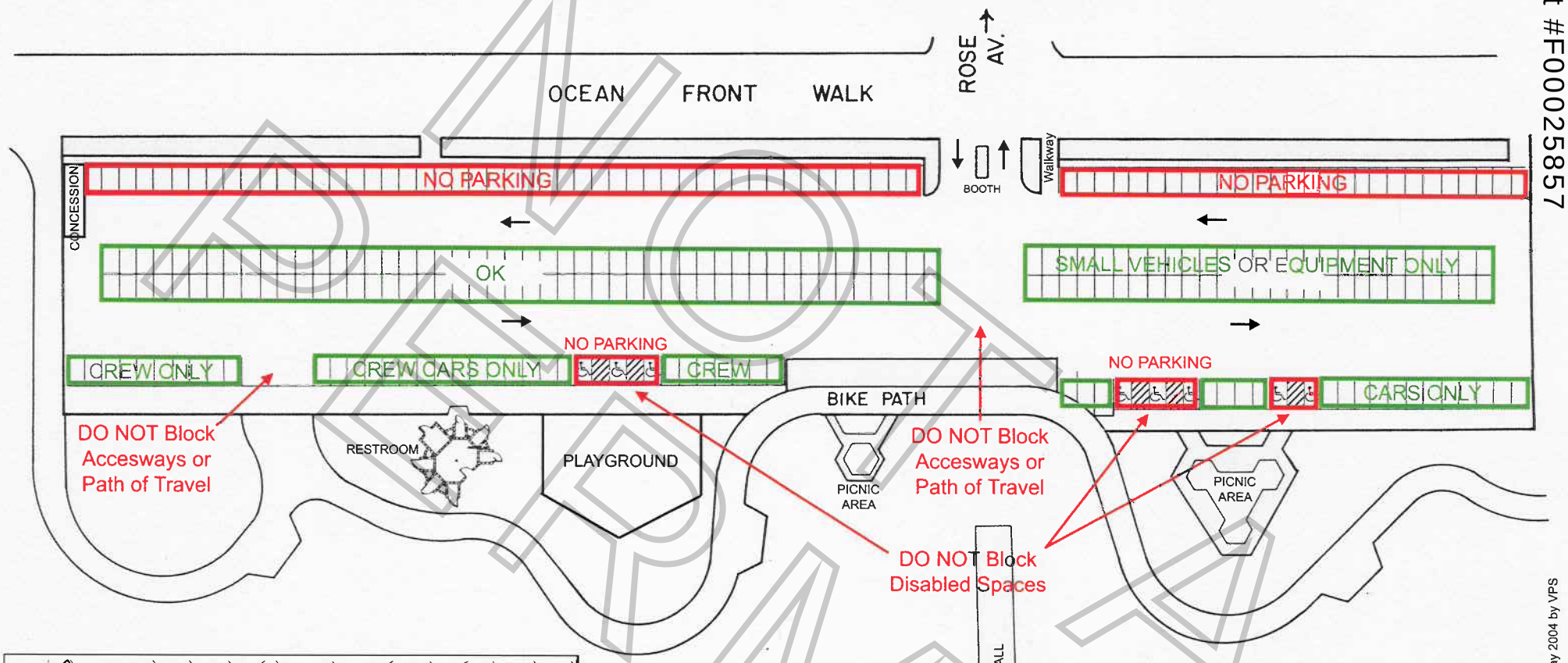
NOT A PERMIT

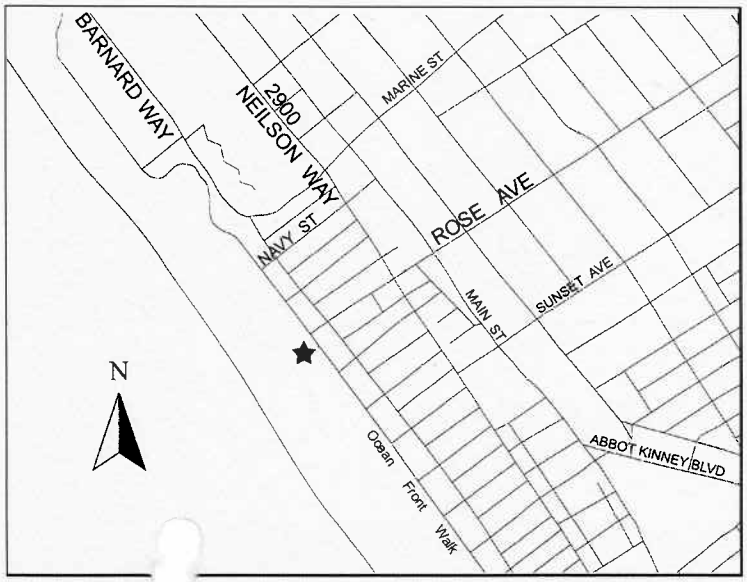
Permit #F00025857

NOT A PERMIT

VENICE CITY BEACH
ROSE AVE PARKING LOT - FILMING AREAS

Permit #F00025857





Filming delineations May 2004 by VPS

Map not to scale.

REGULAR SPACES	280
DISABLED	8
TOTAL	288

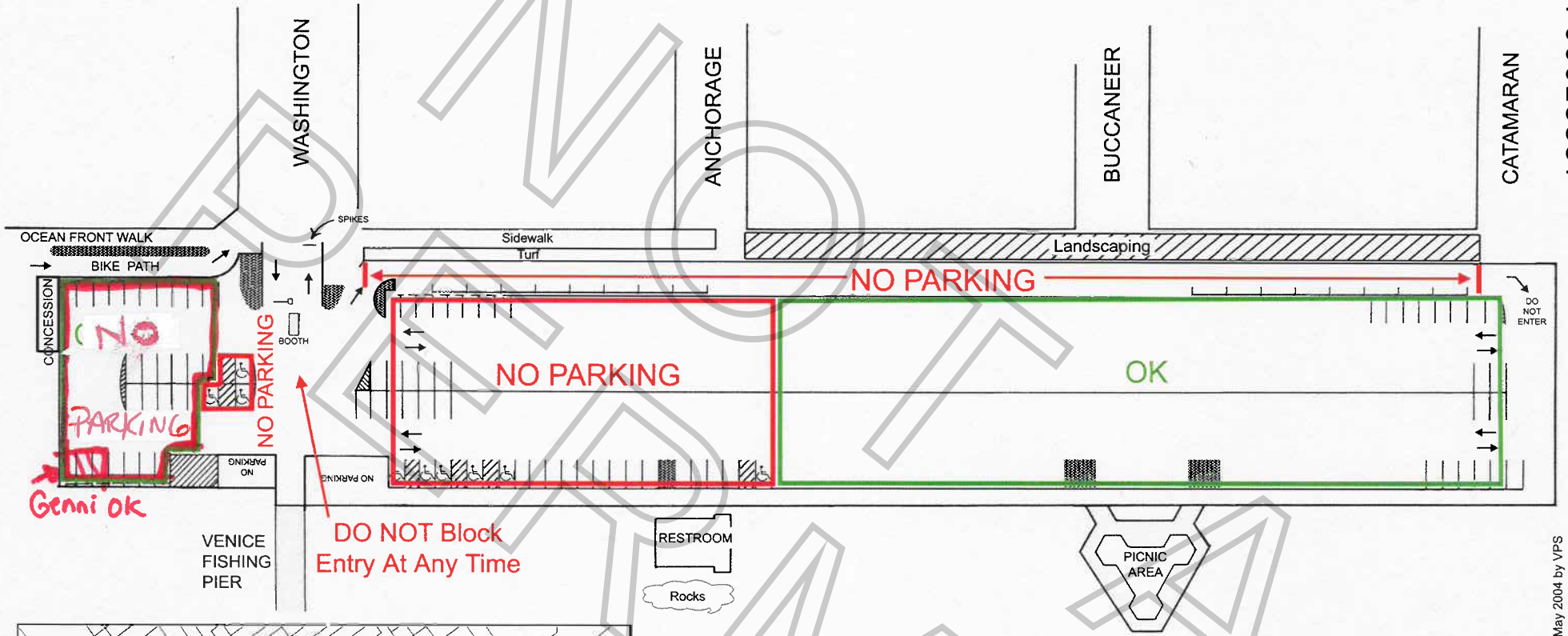
This map was produced in whole or in part from THOMAS BROS MAPS(r) digital database files and reproduced with permission granted by THOMAS BROS MAP[illegible]ll rights reserved.

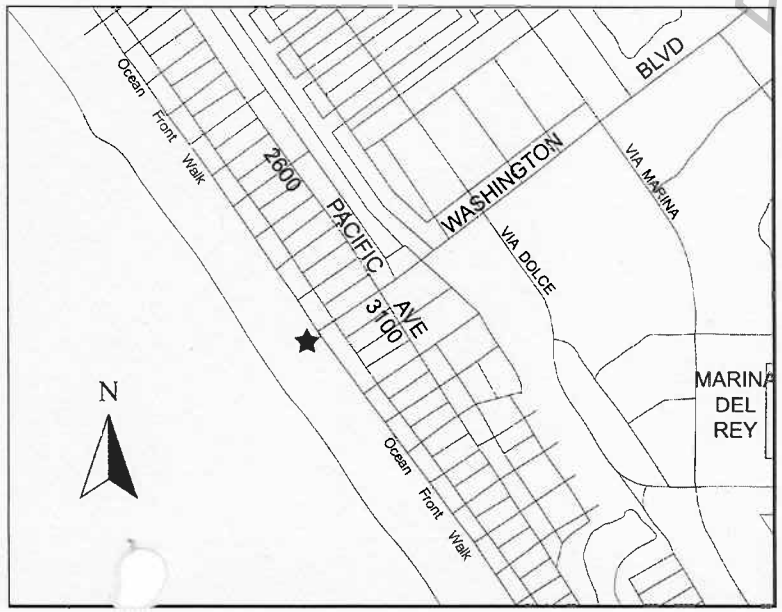
L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS [illegible]ed 5 / 2002 by CLS

PRINT

VENICE CITY BEACH
WASHINGTON BLVD PARKING LOT - FILMING AREAS

Permit #F00025857





Filming delineations May 2004 by VPS

REGULAR SPACES	371
DISABLED	9
TOTAL	380

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS — Revised 10 / 2003 by CLS

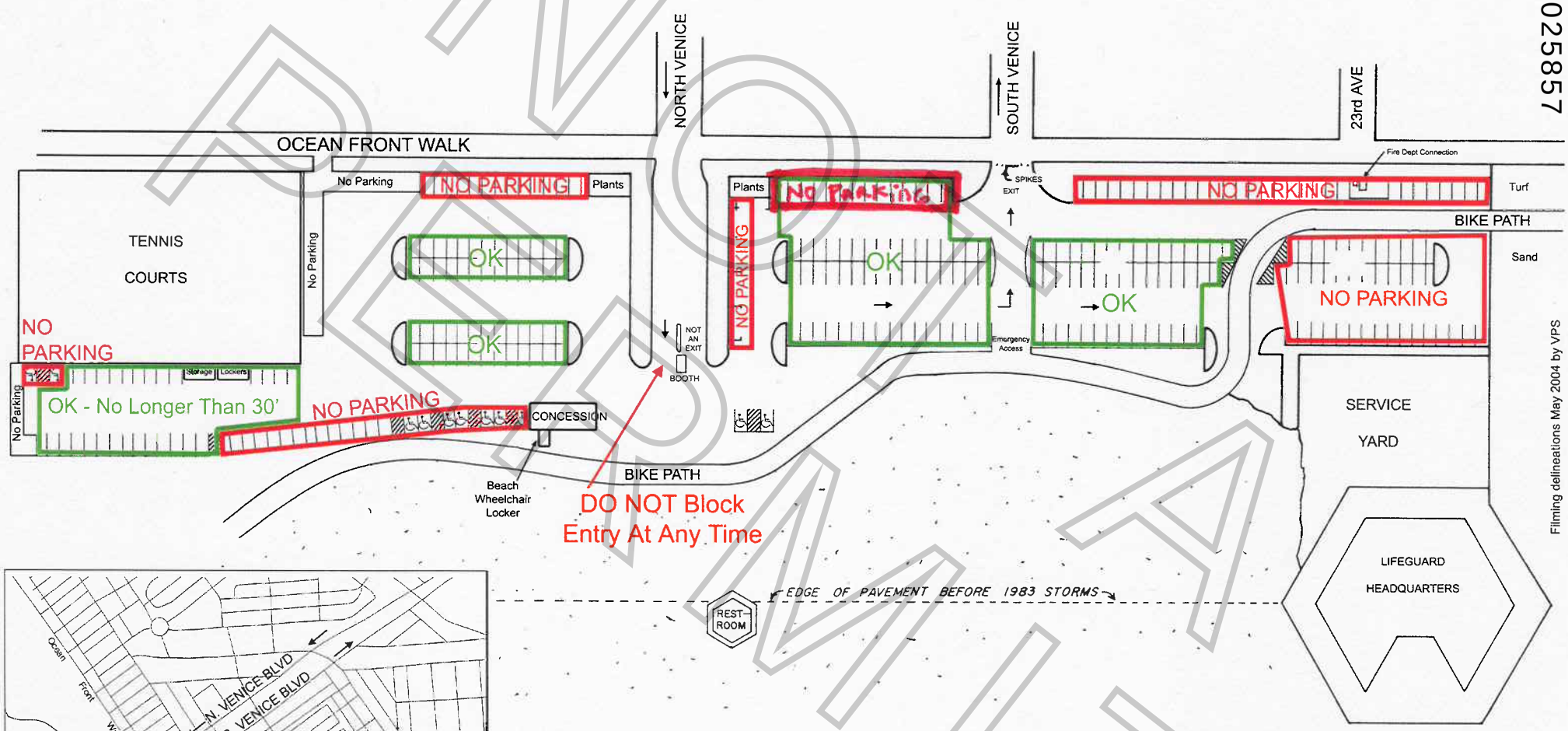
Ma[illegible]t to scale.

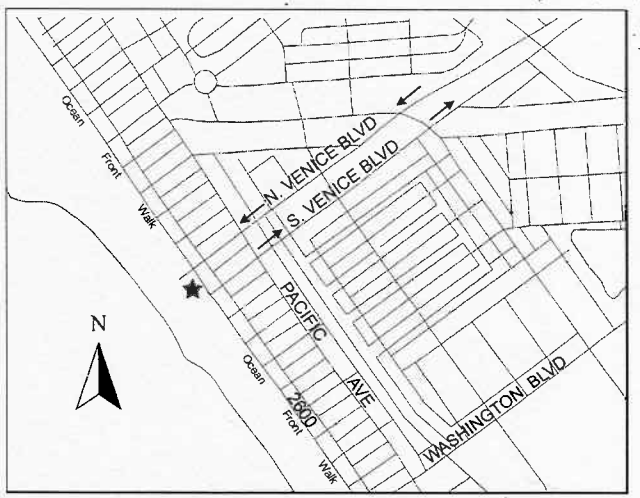
This map was produced in whole or in part from THOMAS BROS MAP[illegible]igital database files and reproduced with permission granted by THOMAS BROS MAPS. [illegible] rights reserved.

NOT A PERMIT

Permit #F000025857

VENICE CITY BEACH
VENICE BLVD PARKING LOT - FILMING AREAS





Map not to scale.

Filming delineations May 2004 by VPS

REGULAR SPACES	292
DISABLED	11
TOTAL	303

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS — Revised 5 / 2002 by CLS

This map was produced in whole or in part from THOMAS BROS MAPS(r) digital database files and reproduced with permission granted by THOMAS BROS MAPS(r). All rights reserved.

PERMIT